

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)



FEDERAL CANDIDATE



STATE/LOCAL CANDIDATE

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WRAL-Raleigh	<b>Date</b> <del>8/30/12</del> 9/19/12
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I, Stephanie Kincaid

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the General

election to be held on: November 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*see schedules for Aug. 31-Nov. 6					Q

**Total Charges:** \*see schedules for Aug. 31-Nov. 6

\$ 1005159 / \$ 85,437.75 net

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney For President, Inc.

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crute

This station has disclosed to me its political advertising policies, including: applicable classes and rates, and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

8/30/12

Date

S. Kincaid  
Signature

**To Be Signed By Station Representative**

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles  
Signature

Dave Lyles  
Printed Name

Sales Manager  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, Stephanie Kincaid (on behalf of Romney for President, Inc.)  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

☒ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

Stephanie Kincaid

printed name

8/30/12

date

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<b>Contract / Revision</b> 117962 /		<b>Alt Order #</b> 06318092
<b>Product</b> ROMNEY 9/19		
<b>Contract Dates</b> 09/19/12 - 09/25/12		<b>Estimate #</b> 209
<b>Advertiser</b> Romney for President, Inc.		<b>Original Date / Revision</b> 09/17/12 / 09/17/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WRAL	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel
<b>Special Handling</b> CIA - Mark PAID		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

And:

**American Rambler Productions**  
**138 Conant Street**  
**Beverly, MA 01915**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	09/19/12	09/21/12	WRAL AM News	6-7a		:30			NM	3	\$2,175.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$725.00			
N 2	WRAL	09/24/12	09/25/12	WRAL AM News	6-7a		:30			NM	2	\$1,450.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$725.00			
N 3	WRAL	09/19/12	09/21/12	CBS This Morning	7am - 9am		:30			NM	3	\$1,140.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$380.00			
N 4	WRAL	09/24/12	09/25/12	CBS This Morning	7am - 9am		:30			NM	2	\$760.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$380.00			
N 5	WRAL	09/24/12	09/25/12	Dr. Phil	9-10a		:30			NM	2	\$430.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$215.00			
N 6	WRAL	09/19/12	09/21/12	Dr. Phil	9-10a		:30			NM	3	\$645.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$215.00			
N 7	WRAL	09/19/12	09/21/12	The Doctors	10-11AM		:30			NM	3	\$645.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$215.00			
N 8	WRAL	09/24/12	09/25/12	The Doctors	10-11AM		:30			NM	2	\$430.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$215.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

Contract / Revision	Alt Order #
117962 /	06318092

Contract Dates	Product	Estimate #
09/19/12 - 09/25/12	ROMNEY 9/19	209

Advertiser	Original Date / Revision
Romney for President, Inc	09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 9	WRAL	09/19/12	09/21/12	Price is Right	11a-12p		:30			NM	3	\$1,500.00
		CLASS 1 CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$500.00			
N 10	WRAL	09/24/12	09/25/12	Price is Right	11a-12p		:30			NM	2	\$1,000.00
		CLASS 1 CANDIDATE r8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$500.00			
N 11	WRAL	09/24/12	09/25/12	Noon News	12p-1p		:30			NM	2	\$630.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$315.00			
N 12	WRAL	09/19/12	09/21/12	Noon News	12p-1p		:30			NM	3	\$945.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$315.00			
N 13	WRAL	09/24/12	09/25/12	The Insider (1-130p)	1-130p		:30			NM	2	\$430.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$215.00			
N 14	WRAL	09/24/12	09/25/12	CBS Daytime (1:30-4P)	130-4p		:30			NM	2	\$430.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$215.00			
N 15	WRAL	09/24/12	09/25/12	Young and the Restless	4-5p		:30			NM	2	\$1,750.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$875.00			
N 16	WRAL	09/19/12	09/21/12	5:00 First News	5-530p		:30			NM	3	\$3,345.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$1,115.00			
N 17	WRAL	09/24/12	09/25/12	5:00 First News	5-530p		:30			NM	2	\$2,230.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				2	\$1,115.00			
N 18	WRAL	09/19/12	09/21/12	5:30 News	530-6p		:30			NM	3	\$3,345.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--WTF--				3	\$1,115.00			
N 19	WRAL	09/24/12	09/25/12	5:30 News	530-6p		:30			NM	4	\$4,460.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				4	\$1,115.00			
N 20	WRAL	09/24/12	09/25/12	6pm News (M-F)	6-630p		:30			NM	4	\$5,340.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	MT-----				4	\$1,335.00			

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117962 /	06318092

Contract Dates	Product	Estimate #
09/19/12 - 09/25/12	ROMNEY 9/19	209

Advertiser	Original Date / Revision
Romney for President, Inc	09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 21	WRAL	09/19/12	09/21/12	6pm News (M-F)	6-630p		:30			NM	6	\$8,010.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				6	\$1,335.00			
N 22	WRAL	09/24/12	09/25/12	Entertainment Tonight	730-8P		:30			NM	2	\$2,000.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$1,000.00			
N 23	WRAL	09/19/12	09/21/12	Entertainment Tonight	730-8P		:30			NM	3	\$3,000.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$1,000.00			
N 24	WRAL	09/24/12	09/25/12	Late News	11-1135p		:30			NM	2	\$2,670.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$1,335.00			
N 25	WRAL	09/19/12	09/21/12	Late News	11-1135p		:30			NM	3	\$4,005.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WTF--				3	\$1,335.00			
N 26	WRAL	09/24/12	09/25/12	David Letterman	1135p-1237a		:30			NM	2	\$800.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	MT-----				2	\$400.00			
N 27	WRAL	09/19/12	09/20/12	David Letterman	1135p-1237a		:30			NM	2	\$800.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	--WT---				2	\$400.00			
N 28	WRAL	09/25/12	09/25/12	Tue Hour 1	8-9p		:30			NM	1	\$3,550.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$3,550.00			
N 29	WRAL	09/25/12	09/25/12	Tue Hour 2	9-10p		:30			NM	1	\$3,115.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	-1-----				1	\$3,115.00			
N 30	WRAL	09/20/12	09/20/12	Thu Hour 3	10-11p		:30			NM	1	\$2,450.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	---1---				1	\$2,450.00			
N 31	WRAL	09/22/12	09/22/12	WRAL 6a News Sat	6-8a		:30			NM	2	\$540.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----2-				2	\$270.00			
N 32	WRAL	09/22/12	09/22/12	Andy Griffith Sat 730-8p	730-8p		:30			NM	1	\$185.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	-----1-				1	\$185.00			

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Contract / Revision	Alt Order #
117962 /	06318092

Contract Dates	Product	Estimate #
09/19/12 - 09/25/12	ROMNEY 9/19	209

Advertiser	Original Date / Revision
Romney for President, Inc	09/17/12 / 09/17/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 33	WRAL	09/22/12	09/22/12	Late News	11-1135p		:30			NM	2	\$2,670.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2-				2	\$1,335.00			
N 34	WRAL	09/22/12	09/22/12	CRIMINAL MINDS	1135-1235XM		:30			NM	1	\$155.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$155.00			
N 35	WRAL	09/23/12	09/23/12	WRAL Sun Morning News	7-9a		:30			NM	2	\$800.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----2				2	\$400.00			
N 36	WRAL	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$600.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$600.00			
N 37	WRAL	09/23/12	09/23/12	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$400.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$400.00			
N 38	WRAL	09/23/12	09/23/12	NFL Football (Early)	1p - 4:15p		:30			NM	4	\$10,680.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----4				4	\$2,670.00			
N 39	WRAL	09/23/12	09/23/12	NFL (Late)	4-730p		:30			NM	4	\$14,200.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----4				4	\$3,550.00			
N 40	WRAL	09/23/12	09/23/12	60 minutes	730-830p		:30			NM	1	\$2,670.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$2,670.00			
N 41	WRAL	09/23/12	09/23/12	CBS SPECIAL	930-1030p		:30			NM	1	\$2,000.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$2,000.00			
N 42	WRAL	09/23/12	09/23/12	CBS SPECIAL	1030-1130P		:30			NM	1	\$2,000.00
		CLASS 3 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$2,000.00			
N 43	WRAL	09/21/12	09/21/12	Letterman Friday	1205x-107x		:30			NM	1	\$135.00
		CLASS 2 CANDIDATE R8.23										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	----1--				1	\$135.00			
<b>Totals</b>											<b>97</b>	<b>\$100,515.00</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u>	<u>Alt Order #</u>
117962 /	06318092

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/19/12 - 09/25/12	ROMNEY 9/19	209

<u>Advertiser</u>	<u>Original Date / Revision</u>
Romney for President, Inc	09/17/12 / 09/17/12

<u>Time Period</u>	<u># of Spots</u>	<u>Gross Amount</u>	<u>Net Amount</u>
08/27/12 - 09/25/12	97	\$100,515.00	\$85,437.75
<b>Totals</b>	<b>97</b>	<b>\$100,515.00</b>	<b>\$85,437.75</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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